

**The Midwife Center**

FOR BIRTH & WOMEN'S HEALTH



# Annual Report

2020

**the  
midwife  
center**

FOR BIRTH & WOMEN'S HEALTH

## Dear friends,

The Midwife Center (TMC) staff and board members started 2020 eager to launch our 2020-2022 Strategic Plan as well as celebrate the World Health Organization's designated Year of the Nurse and the Midwife. As we look back on this past unprecedented year, we are proud of how our staff members not only mobilized to take care of our clients, staff members and their families, but also joined a regional effort to get people vaccinated in our community. This collective effort speaks to the heart of midwifery and birth center care, which prioritizes individual as well as communal health, and adapts to the conditions in which we live to achieve the best health outcomes.

While addressing concerns about the pandemic, we are pleased to share that our staff and board members continued to work on our strategic planning goals to ensure increased sustainability and accessibility of The Midwife Center's services (see page 5 for an update).

More than ever, we sincerely value your contributions. Your donations have had a direct impact on our staff being able to focus their care on individual and community needs – which is too often going against the grain of what our larger health system supports. We are also so grateful to new and long-standing donors who specifically gave towards our Covid-19 response efforts, including face masks and donations to support our staff during some very challenging times. We simply could not have accomplished all of this without you.

Thank you, as always, for your contributions that help us bring our unique approach to healthcare to more people and contribute to better health outcomes in the region.

Sincerely,



**Christine Haas**  
Executive Director



**Jason Roth**  
Board President



Shannon Williams, RN and Ann McCarthy, MSN, CNM, Clinical Director volunteering to give vaccines at Pittsburgh Mercy

"TMC staff were proud to partner with Pittsburgh Mercy and Metro Community Health to both receive and volunteer to give Covid-19 vaccines in 2021. Many staff members contributed time to give vaccines in community clinics and in homes to individuals who are homebound to help get the vaccine to as many people as quickly as possible."

- Ann McCarthy, MSN, CNM, Clinical Director

## TMC's Covid-19 Response

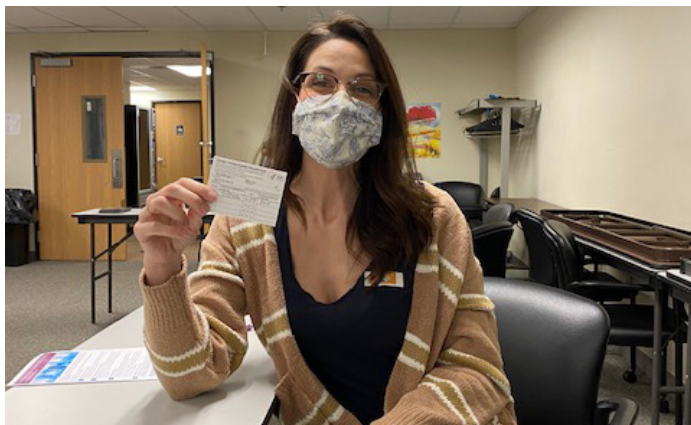
At The Midwife Center, our midwives and nurses led our organization's plan to keep our clients and staff as safe as possible by quickly implementing critical safety policies as soon as the reality of the pandemic hit. TMC staff made thoughtful changes based on recommendations of the CDC, the Pennsylvania Department of Health and Allegheny County Health Department, and the American Association of Birth Centers. These changes included: limiting visitors, symptom screening everyone entering the building, additional sanitation efforts and use of PPE, transitioning some services to virtual platforms, including all of our behavioral health care and classes, and some gynecological, prenatal and postpartum visits.

TMC staff also added new and adapted existing services to meet changing client needs including:

- **Making phone calls to clients in between prenatal visits to address concerns about Covid-19.**
- **Initiating a group Zoom meeting for clients in their third trimester to provide additional support.**
- **Dedicating more time to connect clients to community resources for financial and other help.**
- **Transitioning our innovative With Women Fridays walk-in gynecological program to a same day scheduling platform to increase safety measures while continuing to reduce barriers to care.**



Kara Peterson, MSN, CNM getting her vaccine



Renee Moothart, BSN, RN after getting her vaccine



# Year of the Nurse & the Midwife

In order to call attention to the many valuable contributions of nurses and midwives around the globe, the World Health Organization designated 2020 as the Year of the Nurse and the Midwife. The Midwife Center celebrated the year with two very special events:

## Reclaiming the Legacy of the Grand Midwives

On March 7th, a gathering of The Midwife Center staff, board members and friends joined artist, activist, doula, and librarian Bekezela Mguni, as she unveiled her masterpiece entitled "Witness." "Witness" was created for The Midwife Center to honor the Grand Midwives of the South who helped deliver babies and care for millions of people in the U.S. The event also featured a vocal performance by Anqwuenique Kinsel, a heartfelt testimony about the care at The Midwife Center by the Mistress of Ceremony Jessica Brown, and a moving introduction about the history and contributions of Black midwives from our former midwife Jatolloa Davis, MSN, CNM.



Board Member Renae Green, IBCLC, Bekezela Mguni, Jatolloa Davis, MSN, CNM, and Advisory Board Member Jessica Brown



Jatolloa Davis, MSN and Bekezela Mguni unveil "Witness"



Community Engagement Coordinator Devon Taliaferro, Ann McCarthy, MSN, CNM, and PA State Representative Sara Innamorato



Kate Csalliner-Lyons and her birth team share their story with Community Engagement Coordinator Devon Taliaferro

## Celebration of the Year of the Nurse and the Midwife

The virtual event, staged from Pennsylvania Market, featured The Midwife Center Client Kate Csalliner-Lyons and her birth team who shared their experiences about giving birth during the pandemic. VIP guests were welcomed by VIP Host Committee Chair State Representative Sara Innamorato and were treated to a wine tasting class by the Pennsylvania Market's sommelier. Because of your generosity, we met our goal of raising more than \$90,000 from this special event.

## Celebrating our Staff

During the Year of the Nurse and the Midwife, we also celebrated several successes of our staff members:

- TMC's Associate Clinical Director Emily McGahey, DM, CNM earned her doctorate from Jefferson University.
- Shannon Williams, RN received the Team Recognition award at the 2020 Pennsylvania Affiliate of the American College of Nurse-Midwives' second annual Midwifery Forward conference.
- TMC's Community Engagement Coordinator Devon Taliaferro was a recipient of Pittsburgh Magazine's 40 Under 40 for 2020.
- TMC's Clinical Director, Ann McCarthy, MSN, CNM, Associate Clinical Director Emily McGahey, DM, CNM, former midwife Jatolloa Davis, MSN, CNM, and Founding Medical Director Beth Stifel, MD were contributors to the Jewish Healthcare Foundation's "Beyond Medicalization: Midwives & Maternity Care in America."

"Birth will continue to happen. It's a force that cannot be stopped. Birth will continue to be BEAUTIFUL. Nothing can take that light away. So, if you're being swept away on that raging river let that truth give you the strength to keep holding on. Your baby is coming and that my friend is Magic."

- Kate Csalliner-Lyons, client who gave birth at TMC during the pandemic



# Strategic Plan Update

The Midwife Center's 2020-2022 Strategic Planning Goal is: As a high-quality care provider in an environment with poor health outcomes and persistent racial disparity, TMC will increase its influence as a resource to clients of all ages, races, gender identities, sexual orientations, religions, and socioeconomic status while strengthening its personnel and financial position.



We are pleased to report the following progress on our goals as of the end of 2020:

- **Financial Sustainability:** Thanks to the generosity of new and long-time supporters, we met our fundraising goals for 2020. We also worked on a plan to increase earned revenue from our services.
- **Staff & Board:** TMC took important steps towards becoming a more competitive employer by completing a market salary analysis in partnership with the Bayer Center for Nonprofit Management. We also finalized our organizational chart with new positions created since our expansion in 2017, reconfigured call shifts for midwives and nurses, administered a staff satisfaction survey, and continued with DEI training for the staff and board.
- **Programs:** In order to ensure our programs have the most impact, we completed evaluations of several programs and implemented changes based on the evaluations. For example, we added more options for postpartum support groups, which experienced a 75% increase in participation in 2020.
- **Building the Pipeline:** Mentoring the next generation of birth center professionals has always been an important part of TMC's work, and we committed to expanding on that work with this strategic plan. A recent grant from the RK Mellon Foundation allowed us to hire our current Ruth Brexendorf Stifel Midwife Fellow Annetra Taylor, MSN, CNM, who started in May 2021. We also served as an internship site for many aspiring health professionals and hosted virtual educational programs (see page 8).
- **Visibility:** TMC continued to work towards influencing healthcare policies and practices by being included in local media and key meetings about reproductive health during the pandemic and pending legislation to expand access to midwives and birth centers.

**The Midwife Center's mission is to promote wellness by providing exceptional, client-centered primary gynecological, pregnancy and birthing care in southwestern Pennsylvania's only independent birth center.**

# Our Programs & Services

Our team of state-licensed certified nurse midwives, registered nurses, and nurse practitioners provide comprehensive pregnancy, birthing, and primary gynecological care and educational classes for people throughout their lifespan. Local grants and individual donor support allow us to better meet the needs of our growing clientele.

## Prenatal, Childbirth & Postpartum Services

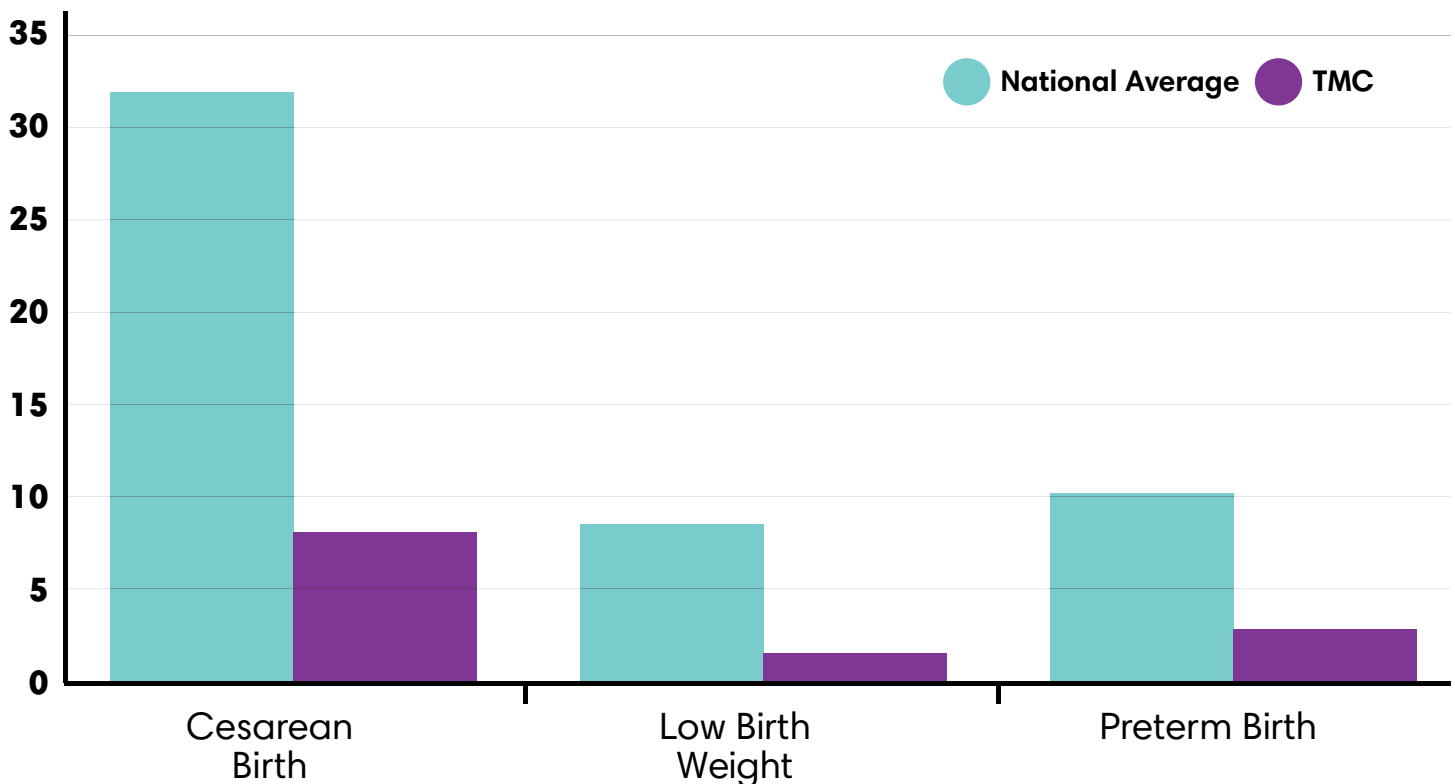
In 2020, TMC had 403 babies born in the practice.

TMC provided:

- **3,880 prenatal visits**
- **583 two-week and six-week postpartum visits**
- **484 postpartum counseling calls**

## The Midwife Center Outcomes Statistics

The Midwife Center's outcome statistics, like birth centers nationally, continue to be significantly better than the national average, including during the pandemic:



*National Statistics from CDC 2019*

# Comprehensive Care

## The Midwife Center staff continued to provide a variety of services during 2020:

- **Primary GYN Care:** The Midwife Center's nurse practitioners and certified nurse-midwives provided 1,903 primary gynecological visits, including annual exams, cancer screenings, contraception, STI screening and testing and care for gynecological problems, and 116 colposcopies.
- **Behavioral Health & Wellness:** Our Behavioral Health Specialist Jul Bibro-Ruch, LSCW provided 783 behavioral health visits. She also facilitated weekly postpartum support groups for mothers and newborns, a program that experienced a 75% increase in participation during 2020.

"I can't thank you enough for being so welcoming today. I walked away from my computer feeling so refreshed and reassured that what I'm experiencing is rather common and more importantly accepted. I'm feeling so grateful to have this group as a resource to lean on in this season. I just wanted to say thank you-the work you're doing is so very important and you are a light and blessing to so many women!"

- TMC client who attended postpartum support group

- **In-house Lab:** Our Medical Assistant Jackie Stephanie and staff nurses provided 1,014 in-house lab services, including vaccines to protect against the flu and cervical, vulvar and vaginal cancers caused by Human Papillomavirus (HPV).
- **Lactation Support:** TMC nurses and lactation consultants provided lactation consultation appointments, donor-supported postpartum phone calls, and breastfeeding classes.
- **Information & Resource Counseling:** TMC staff provided hundreds of information & resource counseling encounters for our clients. These encounters included connecting clients with additional resources, like transportation, nutrition assistance, free diapers, smoking cessation program referrals, childcare, housing and health insurance.
- **Diana Hull Prenatal Scholarships:** TMC continued to provide scholarships to individuals and families with limited incomes to attend our childbirth education, breastfeeding and newborn care classes.





# Community Education & Engagement

Throughout the year, The Midwife Center staff shared information with our community about the benefits of midwife-led care and helped mentor the next generation of reproductive healthcare providers. In 2020 TMC:

- Hosted two virtual **“Lunch & Learn”** series via Facebook Live. These sessions were developed and facilitated by TMC’s Community Engagement Coordinator Devon Taliaferro and included topics such as: maternal health policy and birth center care with a focus on changes due to the pandemic presented by TMC’s midwives; mental health during the perinatal period presented by TMC’s behavioral health specialist; and what you need to know about insurance presented by TMC’s medical billing manager. The fall series included sessions about how to become a midwife, nurse, lactation consultant and doula and received more than 5,000 total views.
- Hosted a record **13 advanced practice provider students for clinical placements** from various universities and two nursing students from the University of Pittsburgh.
- Provided **educational presentations** to several local high schools and universities.
- Hired two **Ruth Brexendorf Stifel Fellows**, DeJané Dozier, MSN, CNM and Jessie Holmquist, DNP, CNM, as permanent staff midwives.



DeJané Dozier, MSN, CNM listens for heart tones

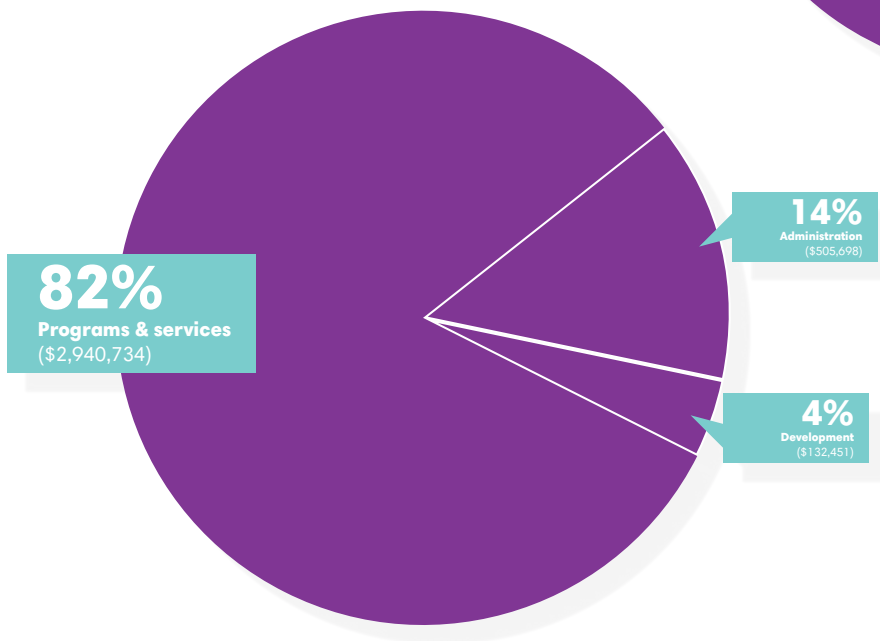
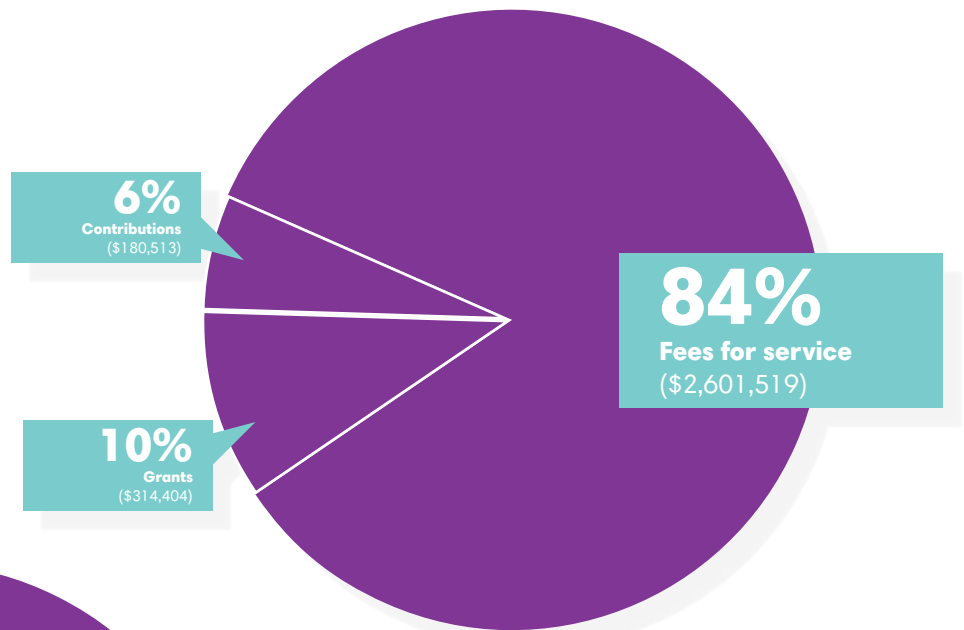


First baby of 2020 with Jessie Holmquist, DNP, CNM and Jillian Tabares, BSN, RN

## 2020 Finances

### Income:

\$3,096,436



### Expenses:

\$3,578,883

## Social Media



**5.4k**  
followers



**1.6k**  
followers



**495**  
followers

## Thank You to Our Donors

All year long, you and other donors supported The Midwife Center by supporting #GivingTuesday, matched donations through workplaces, contributed through United Way (#999078), sponsored events, and responded to our annual appeal letter. The Midwife Center sincerely thanks all of our generous donors for their support. The donors listed made gifts between January 1 and December 31, 2020.

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Member of the American Association of Birth Centers  
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Professional Memberships for the American College of Nurse Midwives

### Partnerships

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UPMC Magee

This comprehensive list has been reported to the best of our abilities. If any inadvertent errors have occurred, please contact us so they can be corrected: Ashley Jones, development & communications coordinator at [a.jones@midwifecenter.org](mailto:a.jones@midwifecenter.org) or 412-321-6880 x 208.

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